



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25268022	<b>Changes as of:</b> 8/16/2016 at 8:57 AM	<b>Version:</b> Current State Version 1
<b>CPE:</b> 690/720/3741	<b>Flight:</b> 10/11/16 - 10/17/16	<b>Total \$:</b> \$1,670.00
<b>Agency:</b> NEW MEDIA FIRM	<b>Advertiser:</b> COMMITTEE TO KEEP GEORGIA SCHOOLS LOCAL	<b>Total Spots:</b> 48
<b>THE NEW MEDIA FIRM</b> 1322 G ST., SE WASHINGTON DC 20003	<b>Product:</b> Ballot Measure	<b>Total CPP:</b> \$0.00
<b>Agency Order #:</b> 5285049	<b>Office:</b> WASHINGTON	
<b>Buyer:</b> Placement, Media	<b>Primary Demo:</b>	<b>Total GRP:</b>
<b>Salesperson:</b> THOMAS DRURY 212-373-8108	<b>Con Type:</b> POLITICAL/VOTE	<b>Separation:</b>
	<b>Assistant:</b> THOMAS DRURY 212-373-8108	

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	Len	10/11 - 10/17										Total Spots	Total \$	CPP	GRRP
						10/11	10/12	10/13	10/14	10/15	10/16	10/17							
1	Tu-F,M 7a-9a		Good Morning America	\$35.00	30	2	2	2	2	0	0	2	10	\$350.00	\$0.00	0.0			
2	Tu-F,M 10a-11a		Rachael Ray	\$10.00	30	1	1	1	1	0	0	1	5	\$50.00	\$0.00	0.0			
3	Tu-F,M 11a-12n		The View	\$35.00	30	1	1	1	1	0	0	0	4	\$140.00	\$0.00	0.0			
4	Tu-F,M 1p-2p		The Chew	\$15.00	30	0	1	1	0	0	0	1	3	\$45.00	\$0.00	0.0			
5	Tu-F,M 2p-3p		General Hospital	\$100.00	30	1	0	1	1	0	0	1	4	\$400.00	\$0.00	0.0			
6	Tu-F,M 3p-4p		THE REAL	\$20.00	30	1	1	1	1	0	0	1	5	\$100.00	\$0.00	0.0			
7	Tu-F,M 6p-6:30p		WGXA News @ 6P	\$25.00	30	1	1	1	1	0	0	1	5	\$125.00	\$0.00	0.0			
8	Tu-F,M 7p-7:30p		Entertainment Tonight	\$30.00	30	1	1	1	1	0	0	1	5	\$150.00	\$0.00	0.0			
9	Tu-F,M 7:30p-8p		Extra	\$30.00	30	1	1	1	1	0	0	1	5	\$150.00	\$0.00	0.0			
10	Tu-F,M 11p-11:35p		WGXA News @ 11P	\$100.00	30	1	0	0	0	0	0	0	1	\$100.00	\$0.00	0.0			
11	Su 8a-9a		Good Morning America	\$60.00	30	0	0	0	0	0	1	0	1	\$60.00	\$0.00	0.0			
TOTALS: 10 9 10 9 0 1 9													48	\$1,670.00	\$0.00	0.0			



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<b>CPE:</b> 690/720/3741	<b>Flight:</b> 10/11/16 - 10/17/16	<b>Station:</b> EGXA
<b>Agency:</b> NEW MEDIA FIRM	<b>Advertiser:</b> COMMITTEE TO KEEP GEORGIA SCHOOLS LOCAL	<b>Market:</b> Macon
<b>THE NEW MEDIA FIRM</b> 1322 G ST, SE WASHINGTON DC 20003	<b>Product:</b> Ballot Measure	<b>Office:</b> WASHINGTON
<b>Agency Order #:</b> 5285049	<b>Buyer:</b> Placement, Media	<b>Primary Demo:</b>
<b>Salesperson:</b> THOMAS DRURY 212-373-8108	<b>Assistant:</b> THOMAS DRURY 212-373-8108	<b>Con Type:</b> POLITICAL/VOTE
		<b>Total GRP:</b>
		<b>Separation:</b>
		<b>Total CPP:</b> \$0.00
		<b>Total Spots:</b> 48
		<b>Total \$:</b> \$1,670.00

**Special Instructions**

**Date/Time** 08/16/16 8:57 AM  
**Added by** THOMAS DRURY  
**Comment** Separation: 30

**Order Level Comments**

<b>Competitive Information</b>	
Market Budget:	\$27,833
EGXA Share:	6%
Comment:	
WGXA:	22%
WMAZ:	61%
WMGT:	11%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	48	\$1,670.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>48</b>	<b>\$1,670.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2016-Oct	48	\$1,670.00
<b>Total</b>	<b>48</b>	<b>\$1,670.00</b>

Transaction History						
Trans	Created/Received	Created by	Status	Spot#	\$ Chg	Contract \$
Queued for Electronic Contracting	8/16/16 9:09 AM				\$0	\$0
New	8/16/16 8:43 AM	THOMAS DRURY	New	48	\$1,670.00	\$1,670.00

**Non-Discrimination Policy**  
PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER, ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.



EGXA  
599 Martin Luther King Jr Blvd  
Macon, GA 31201

New Media Firm, The  
1322 G Street SE  
Washington, DC 20003

# Contract # 2605409

## Schedule Dates

10/11/16-10/17/16

## Advertiser

Committee To Keep Georgia Schools Local (112017)

## Agency

New Media Firm, The (8200)

## Product

POLITICAL ISSUE (ns) (1187)

## Brand

BALLOT MEASURE (855793)

## Salesperson

Millennium/DC, Washington DC (1108)

## Sales Office

Millennium Washington DC

## Buyer Name

Medi, Placement,

## Phone/Fax

/

## CPE

690/720/3741

## Account Types

National/Political Issue Agency BRD

## Billing Type

Weekly/Irregular

## Comments

Ballot Measure  
Separation: 30  
THOMAS DRURY

## Date Entered

08/18/16

## Last Modified

08/18/16

## Entered By

Lisa Carter

## CO-OP

No

## Headline #

ECR25268022

## Demo

Normal

## Order Type

Normal

## Package Deal

Commission %

## Commission %

15.00

## Commission

\$250.50

## Net Total

\$1,419.50

## Sales Tax

## Macon (EGXA)

By Broadcast Month

Oct. 2016

Grand Total:

Spots

48

Rate

\$1,670.00

Grand Total:

48

\$1,670.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/11/16-10/14/16	5	:30	6:57a- ABC-Good Morning America			2	2	2	2			8	\$35.00	\$280.00	Macon (EGXA)	Good Morning America	8/18/16
2.0	Normal Line / SPOT (1)	10/17/16-10/17/16	5	:30	7a- ABC-Good Morning America		2							2	\$35.00	\$70.00	Macon (EGXA)	Good Morning America	8/18/16
3.0	Normal Line / SPOT (2)	10/11/16-10/14/16	5	:30	10a- Rachael Ray			1	1	1	1			4	\$10.00	\$40.00	Macon (EGXA)	Rachael Ray	8/18/16
4.0	Normal Line / SPOT (2)	10/17/16-10/17/16	5	:30	10a- Rachael Ray		1							1	\$10.00	\$10.00	Macon (EGXA)	Rachael Ray	8/18/16
5.0	Normal Line / SPOT (3)	10/11/16-10/14/16	4	:30	10:58:30a- ABC-The View			1	1	1	1			4	\$35.00	\$140.00	Macon (EGXA)	The View	8/18/16
6.0	Normal Line / SPOT (4)	10/12/16-10/13/16	5	:30	1p- ABC-The Chew				1	1				2	\$15.00	\$30.00	Macon (EGXA)	The Chew	8/18/16
7.0	Normal Line / SPOT (4)	10/17/16-10/17/16	5	:30	1p- ABC-The Chew		1							1	\$15.00	\$15.00	Macon (EGXA)	The Chew	8/18/16
8.0	Normal Line / SPOT (5)	10/11/16-10/14/16	4	:30	2p- ABC-General Hospital			1		1	1			3	\$100.00	\$300.00	Macon (EGXA)	General Hospital	8/18/16
9.0	Normal Line / SPOT (5)	10/17/16-10/17/16	4	:30	2p- ABC-General Hospital		1							1	\$100.00	\$100.00	Macon (EGXA)	General Hospital	8/18/16
10.0	Normal Line / SPOT (6)	10/11/16-10/14/16	5	:30	4p- The Real			1	1	1	1			4	\$20.00	\$80.00	Macon (EGXA)	THE REAL	8/18/16
11.0	Normal Line / SPOT (6)	10/17/16-10/17/16	5	:30	4p- The Real		1							1	\$20.00	\$20.00	Macon (EGXA)	THE REAL	8/18/16
12.0	Normal Line / News (7)	10/11/16-10/14/16	5	:30	6p- News-WGXA News at 6p			1	1	1	1			4	\$25.00	\$100.00	Macon (EGXA)	WGXA News @ 6p	8/18/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at <http://sbg.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.





EGXA  
599 Martin Luther King Jr Blvd  
Macon, GA 31201

New Media Firm, The  
1322 G Street SE  
Washington, DC 20003

**Contract #** 2605409  
**Schedule Dates** 10/11/16-10/17/16  
**Advertiser** Committee To Keep Georgia Schools Local (112017)  
**Agency** New Media Firm, The (8200)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** BALLOT MEASURE (855793)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Medi, Placement,  
**Phone/Fax** /  
**CPE** 690/720/3741  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** Ballot Measure  
Separation: 30  
THOMAS DRURY

**Date Entered** 08/18/16  
**Last Modified** 08/18/16  
**Entered By** Lisa Carter  
**CO-OP** No  
**Headline #** ECR25268022  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$250.50  
**Net Total** \$1,419.50  
**Sales Tax**

**Macon (EGXA)**  
**By Broadcast Month**  
Oct. 2016  
Grand Total:  
**Spots** 48  
**Rate** \$1,670.00  
\$1,670.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / News (7)	10/17/16-10/17/16	5	:30	6p- News-WGXA News at 6p	1		1						1	\$25.00	\$25.00	Macon (EGXA)	WGXA News @ 6p	8/18/16
14.0	Normal Line / Access (8)	10/11/16-10/14/16	5	:30	7p- Entertainment Tonight				1	1	1	1		4	\$30.00	\$120.00	Macon (EGXA)	Entertainment Tonight	8/18/16
15.0	Normal Line / Access (8)	10/17/16-10/17/16	5	:30	7p- Entertainment Tonight			1						1	\$30.00	\$30.00	Macon (EGXA)	Entertainment Tonight	8/18/16
16.0	Normal Line / SPOT (9)	10/11/16-10/14/16	5	:30	7:29-30P- Extra				1	1	1	1		4	\$30.00	\$120.00	Macon (EGXA)	Extra	8/18/16
17.0	Normal Line / SPOT (9)	10/17/16-10/17/16	5	:30	7:29-30P- Extra			1						1	\$30.00	\$30.00	Macon (EGXA)	Extra	8/18/16
18.0	Normal Line / News (10)	10/11/16-10/11/16	3	:30	11:01P- News-WGXA News at 11P				1					1	\$100.00	\$100.00	Macon (EGXA)	WGXA News @ 11P	8/18/16
19.0	Normal Line / SPOT (10)	10/16/16-10/16/16	3	:30	8a- ABC-Good Morning America Sunday								1	1	\$60.00	\$60.00	Macon (EGXA)	Good Morning America	8/18/16

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Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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